



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Public speech [S1BZ1E>WP]

### Course

Field of study

Sustainable Building Engineering

Year/Semester

1/1

Area of study (specialization)

–

Profile of study

general academic

Level of study

first-cycle

Course offered in

English

Form of study

full-time

Requirements

elective

### Number of hours

Lecture

0

Laboratory classes

0

Other

0

Tutorials

30

Projects/seminars

0

### Number of credit points

3,00

### Coordinators

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### Lecturers

### Prerequisites

Language competence sufficient to understand the content presented during classes and to interact with students and the lecturer (B2 level according to the CEFR). Familiarity with the basic principles and forms of presentations and public speaking. Ability to search for information related to the topic of the presentation and to use appropriate sources.

### Course objective

- preparing the student to communicate and professionally present a chosen topic to an audience, either as an individual presentation or as part of a group project - ability to prepare and deliver a presentation or public speech with multimedia elements - be familiar with the structure of a presentation or public speech - ability to deliver an oral presentation tailored to a specific audience - ability to work independently and as part of a team - presenting the chosen topic clearly and effectively

### Course-related learning outcomes

none

## Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

The knowledge acquired during the course is assessed through:

- oral examination of the understanding of the principles of effective presentations and public speaking
- evaluation of the delivered presentation/public speech or group project
- attendance, participation, and engagement – 30%
- delivery of an individual presentation or participation in a group project – 60%
- preparation of an outline – 10%

## Programme content

Issues concerning communicative and professional presentation of a selected issue for a group of students in the form of an individual presentation or a group project.

## Course topics

Students will learn how to prepare and deliver presentations and public speeches, taking into account the following principles:

- structure of the speech (introduction, body, conclusion)
- relevance of the content to the topic
- logical and linguistic coherence between different parts of the speech
- delivery with appropriate pace, volume, diction, and articulation
- expressiveness and dynamism in speech
- formal style of public speaking
- establishing contact with the audience
- credibility of the content based on scientific research
- use of body language and persuasive techniques in audience interaction
- skilled and professional design of audiovisual aids

## Teaching methods

1. Individual and group presentations
2. Video recording analysis
3. Case studies
4. Diction and breathing exercises
5. Simulations and communication games
6. Pair and group work (peer feedback)
7. Mini-lectures and theoretical presentations
8. Debates and impromptu speeches
9. Individual consultations
10. Written reflections and self-analysis

## Bibliography

Basic:

1. Szczuka-Dorna L, Vendome E., 2017. Introduction to Interpersonal Communication, Poznań Publishing House of Poznań University of Technology.
2. Comfort, J. 2008. Effective presentations. Oxford University Press.
3. De Vito, J.A. 2013. The Essentials of Human Communication. Pearson.
4. Hogan, K. 2014. Nauka perswazji - czyli jak w 8 minut postawić na swoim. Rebis.
5. Morreale, S.P. et al. 2008. Komunikacja między ludźmi. PWN
6. McKey, M. et al. 2010. Sztuka skutecznego porozumiewania się. GWP
7. Cialdini, R. 2010. Wywieranie wpływu na ludzi. GWP
8. Gawin, D., et al. 2014. Sztuka debaty. Instytut Kultury Miejskiej

9. Beck, G. 2007. Podręcznik manipulacji - zakazana retoryka. Helion
10. Gesteland R. Richard, 2001. Cross-Cultural Business Behaviour, Copenhagen Business School Press
11. Spencer-Oatey H., Franklin P., 2009. Intercultural Interaction. A Multidisciplinary Approach to Intercultural Communication, Palgrave Macmillan

Additional:

Reynolds, S., Valentine, D. 2006. Guide for Internationals. Culture, Communication and ESL. Pearson  
 Stringer, D.M., Cassiday, A. 2009. 52 Activities for Improving Cross-Cultural Communication. Intercultural Press

Gibson, R. 2008. Intercultural Business Communication. Berlin Cornelsen

Spencer-Oatey, H., Franklin, P. 2009. Intercultural Interaction. Palgrave MacMillan

### Breakdown of average student's workload

	Hours	ECTS
Total workload	0	0,00
Classes requiring direct contact with the teacher	0	0,00
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	0	0,00